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fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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february

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december

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, DECEMBER 14, 1951</u>			
Friday Dec. 14 10:00 A.M.	PRESS PREVIEW: CAROLYN SCHNURER RESORT FASHIONS Carolyn Schnurer's fashions for Resort will be presented by Martin's to the press. By invitation only. Publicity: Pat Ellis, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	5TH FLOOR LOUNGE
Beginning Saturday Dec. 15	TOWN & COUNTRY CLOTHES BY ELIZABETH PHELPS Daily showings of town and country fashions for Spring in leather and suede, and leather and cloth fabrics, designed by Elizabeth Phelps of Phelps Associates for Sills & Co. By appointment. Contact: LO. 5-0274.	SILLS & COMPANY	39 WEST 37TH STREET SHOWROOM-4TH FLOOR
<u>WEEK BEGINNING MONDAY, DECEMBER 17, 1951</u>			
Beginning Monday Dec. 17- Jan. 5	EXHIBIT OF CHRISTMAS CARDS FROM MANY NATIONS An exhibition of Holiday greeting cards from the United States and nations throughout the world, showing different styles of expressing the Christmas spirit. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday Dec. 18 9:30 A.M. Coffee	PREVIEW OF STOLES, SCARVES, HANDKERCHIEFS Stanley Herzman will invite the press to a preview of his Spring collection of Carol Stanley stoles, scarves, handkerchiefs, and Boutique items. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	CAROL STANLEY	10 EAST 38TH STREET SHOWROOM
Tuesday Dec. 18 12:15 P.M. Luncheon	ANNUAL CHRISTMAS LUNCHEON BY DESIGNERS The Society of N.Y. Dress Designers will hold the annual Christmas luncheon, for the benefit of the Henry Street Settlement. Master of Ceremonies: Henry C. Van Brederode, Celanese Corporation of America. Guest Speaker: Grover Whelan. Tickets: \$5.50. Contact: Belle Burke, LA. 4-7950.	SOCIETY OF N.Y. DRESS DESIGNERS, INC.	HOTEL PLAZA BAROQUE ROOM
Tuesday Dec. 18 7:00 P.M. Formal Dinner	RESORT COLLECTION BY CAROLYN SCHNURER "Flight to Japan"--via BOAC, a showing by Peck & Peck of their confined collection of Resort fashions, designed by Carolyn Schnurer. All invitations have been issued.	PECK & PECK	BROOKLYN MUSEUM SCULPTURE COURT
Wednesday Dec. 19 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION CHRISTMAS LUNCHEON "Careless Attire"--What's Happening In The Negligee Market? Speaker: Isabel Iverson, buyer of negligees, Lord & Taylor. Fashion Show Commentator: Gwen Randolph Allison, fashion editor, "Today's Woman" and chairman of the Ready-To-Wear Division. Price: \$4.50 for members; \$4.75 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Dec. 19 12:30 P.M. Luncheon	RESORT & HOLIDAY FASHIONS AT LUNCHEON Presentation of fashions and accessories for Holiday wear by Kargere. Hats-- Miss Caroline. Furs--Kelly & Struzzieri. Lingerie--Luxite. "Ideas For Christmas"--Cannon Mills. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Kargere Contact: CI. 6-2360. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	KARGERER, INC. (714 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 19 12:30 P.M. Luncheon	CHRISTMAS ACCESSORIES AT LUNCHEON SHOWING The "shu-mask", a new idea in shoe fashions, with matching Christmas ac- cessories, designed by Lee Menichetti, will be shown with coordinated fashions from Franklin Simon during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Franklin Simon Publicity: Lenore Benson, WI. 7-9600. Lee Menichetti Publicity: Peggy Caille, . . . PL. 5-6358. Waldorf-Astoria Fashion Publ.: Madeleine Riordan, EL. 5-3000.	FRANKLIN SIMON	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Dec. 19 3:30 P.M. Cocktails	PREVIEW OF SPRING FOUNDATIONS & BRAS Press preview of Spring line of Flexees foundations, bras and girdles. <u>Showing at 4:00 P.M.</u> By invitation only. Publ.: Sandra Kahn, MU. 9-2100.	FLEXEES--ARTISTIC FOUNDATIONS, INC.	417 FIFTH AVENUE SHOWROOM
Thursday Dec. 20 1:00 P.M. Luncheon	HOLIDAY FASHIONS FROM PARIS AT LUNCHEON "A Paris Christmas In New York"--Carven of Paris will present her originals for Christmas, featuring Van Cleef & Arpels jewels and Maximilian furs. (This is the first appearance of Mme. Carven and showing of her fashions in New York). Press by invitation. Public by reservation. (Price: \$3.25). Contact: Headwaiter, PL. 9-3000, Ext. 176. Van Cleef & Arpels Contact: Miss Angela, PL. 5-0740. Plaza Fashion Director and Show Commentator: Mary Alice Rice, CI. 6-1790.	CARVEN OF PARIS	HOTEL PLAZA TERRACE ROOM
Dec. 25	CHRISTMAS DAY (Tuesday--Legal Holiday).		
Thursday Dec. 27 4:00 P.M.	PREVIEW OF FOUNDATIONS FOR RESIDENT BUYERS Preview of Jantzen's Spring foundations will be held for resident buyers. By invitation only. Contact: Rosamond Eddy, LO. 4-2820.	JANTZEN	350 FIFTH AVENUE ROOM 5101
Jan. 1	NEW YEAR'S DAY (Tuesday--Legal Holiday).		
Thursday Jan. 3 10:00 A.M. Breakfast	SPRING MILLINERY AT PRESS SHOWING Showing of Sally Victor's Spring millinery collection to the N.Y. fashion press. <u>Show will be repeated for the visiting editors on Sunday, Jan. 6, at 3:00 P.M.</u> By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SAION
Thursday Jan. 3 11:30 A.M.	OPEN HOUSE FOR PRESS IN NELLY DON SHOP Resort and Spring fashions by Nelly Don will be presented by James McCreery at the opening of the Nelly Don shop on the 4th Floor. By invitation only. Publicity: Georgine Thomson, WI. 7-7000.	JAMES MCCREERY & NELLY DON	4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 6 10:00 A.M. Breakfast	SHOE DISPLAY FOR VISITING EDITORS Exhibit of Spring and Summer shoes for men, women and children; also co- ordinated fabrics and accessories. By invitation only. Publicity: Alice Dowd, PL. 3-8293.	NATIONAL SHOE INSTITUTE	WALDORF-ASTORIA PERROQUET SUITE
Sunday Jan. 6 11:30 A.M. Brunch	PREVIEW OF SPRING HATS FOR VISITING PRESS Emme will invite the visiting editors to a brunch and showing of her Spring millinery. <u>Presentation to the New York press at 2:30 P.M., at Stork Club,</u> <u>3 East 53rd Street, on Monday, Jan. 7.</u> By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	26 EAST 56TH STREET SALON
Sunday Jan. 6 1:00 P.M.- 3:00 P.M. Luncheon	SPRING & SUMMER SHOE PREVIEW The Kid Leather Guild's Resort and Spring showing of shoes, bags and accessories in smooth, suede and crushed kid. By invitation only. Publicity: Geri Mattau or Charline Osgood, WI. 7-0288.	KID LEATHER GUILD	HOTEL CHATHAM CHATHAM WALK
Jan. 6 3:00 P.M.	SALLY VICTOR'S PREVIEW OF SPRING MILLINERY FOR THE VISITING PRESS AT 3:00 P.M., 18 EAST 53RD STREET. (See Pg. 2).		
Sunday Jan. 6 4:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF SPRING FASHIONS TO PRESS Puritan Dress Company's "Double Feature Collection"--women's half-size fashions for Spring will be presented to the out-of-town press. By invita- tion only. Publicity: Dora Miller, LO. 3-4285.	PURITAN DRESS COMPANY	WALDORF-ASTORIA ASTOR GALLERY
Sunday Jan. 6 5:30 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING PRESS Forstmann will invite the visiting press to a cocktail party and buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC.	SAVOY PLAZA LE CHATEAU-11TH FLOOR
Sunday Jan. 6 6:00 P.M.- 9:00 P.M.	COCKTAIL PARTY FOR VISITING PRESS Cocktail party for out-of-town editors and preview of new Spring makeup by Harriet Hubbard Ayer. By invitation only. Publ.: Mary Brown, MU. 8-4040.	HARRIET HUBBARD AYER	PLACE TO BE ANNOUNCED
Sunday Jan. 6 9:00 P.M. Champagne	CHAMPAGNE PARTY FOR OUT-OF-TOWN EDITORS Walter Florell will invite the out-of-town press to a showing of his Spring millinery. <u>N.Y. press show on Monday, Jan. 7 at 10:00 A.M.</u> By invitation only. Contact: Walter Florell, PL. 5-8424.	WALTER FLORELL	29 EAST 53RD STREET SALON
Jan. 7 10:00 A.M.	WALTER FLORELL'S SPRING MILLINERY PREVIEW FOR N.Y. PRESS AT 10:00 A.M., 29 EAST 53RD STREET. (See Above).		
Jan. 7 2:30 P.M.	EMME'S PREVIEW OF SPRING MILLINERY FOR THE N.Y. PRESS AT 2:30 P.M. STORK CLUB, 3 EAST 53RD STREET. (See Above).		
Monday Jan. 7 4:00 P.M. Cocktails	PRESS SHOWING OF SPRING MILLINERY L. & B. Karo will invite the press and trade to a presentation of the Spring millinery collection and a celebration of their 35th Anniversary. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	L. & B. KARO	7 EAST 37TH STREET SHOWROOM-11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Jan. 7- Jan. 10	NRDGA'S 41ST ANNUAL CONVENTION "Blueprint for 1952"--theme of the 41st Annual Convention of the NRDGA. Twenty-nine separate sessions on increasing efficiency in every phase of retail operation. "Curtain-Raiser" Luncheon, Jan. 7 at 12:15 P.M. in the Grand Ballroom. Speaker: B. Earl Puckett, chairman of the board of Allied Stores Corp. Attendance will be limited to department, chain and specialty store members of the Association. Publicity: Robert J. Mayer, Director of Public Relations, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASSOCIATION	HOTEL STATLER
Beginning Monday Jan. 7	SHOWING OF SPRING HANDBAG LINES Industry-wide opening of Spring 1952 handbag fashions. All member manufacturers will show complete collections of new styles in handbags in their own showrooms. Publicity: Ruth Lundgren, MU. 6-0686.	NAT'L AUTHORITY FOR LADIES HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
Tuesday Jan. 8 8:00 A.M. Breakfast	SPRING MILLINERY FOR VISITING EDITORS Irene of New York will invite the out-of-town editors to a preview of her Spring millinery collection. <u>N.Y. Press Showing, Wed., Jan. 9, at 9:30 A.M.</u> By invitation. Publicity: Maud G. Moody, LE. 2-4049.	IRENE OF NEW YORK	16 EAST 52ND STREET SAION
Tuesday Jan. 8 8:30 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM Annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. By invitation only. Publicity: Ruth Weintraub, PL. 3-2166.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA PERROQUET SUITE
Tuesday Jan. 8 9:00 A.M.- 4:00 P.M.	SIXTH ANNUAL HOSIERY FORUM Panel discussion on "Better Selling Techniques" and "The Buyer As A Department Manager", from 9:00 A.M. to 12:00 Noon. Luncheon Speakers: Walter J. McTigue, merchandise manager of Carson-Pirie Scott, on "Merchandising Hosiery in 1952"; and Dr. Ernest Dichter, psychological consultant, on "What Makes The Lady Buy?" Fashion show at 2:30 P.M. Commentator: Alice Burrows, fashion coordinator, N.Y. office of The T. Eaton Co., Ltd. of Canada. Reservations: \$20.00. Contact: Lillian Thompson, SP. 7-9364.	HOSIERY MERCHANDISING; HOSIERY INDUSTRY WEEKLY	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Jan. 8 9:30 A.M.	PREVIEW OF SPRING BRA FASHIONS The press will be invited to a breakfast preview of the Spring bra collection by Celebrity Bra. By invitation. Publ.: Harvey Stein, PL. 7-6274.	CELEBRITY BRA, INC.	148 MADISON AVENUE SHOWROOM-12TH FLOOR
Tuesday Jan. 8 2:30 P.M.	SPECIAL SHOWING OF EASTER FASHIONS Arnold & Fox will present a special group of Easter dresses for afternoon and cocktails, designed by Miguel Dorian, at a showing for the press. By invitation only. Publicity: Pauline Greene, MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Tuesday Jan. 8 3:30 P.M.	PRESS PREVIEW OF YOLANDE HANDMADES Preview for the New York press of the Yolande collection of handmades for Spring, including couture designs in lingerie, blouses and baby clothes. <u>This show will be presented to the visiting press at 5:30 P.M., Jan. 8.</u> By invitation only. Publicity: Helen Galland, MU. 6-8600.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM-16TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 8 4:00 P.M.- 6:00 P.M. Cocktails	FASHIONS IN WOMEN'S WATCHES "Watch-words For 1952"--newest designs in feminine watches for Spring and Summer. By invitation only, for the N.Y. and out-of-town editors. Sponsored by Foote, Cone and Belding International. Publicity: Elizabeth Maher, EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	HOTEL BILTMORE SUITE 133
Tuesday Jan. 8 4:30 P.M.- 7:00 P.M. Cocktails	LA TAUSCA SEMI-ANNUAL FASHION PRESENTATION The House of Heller will present their semi-annual fashion show, featuring the Spring collection of Majeska-designed pearl jewelry for La Tausca. Showing at 5:00 P.M. Commentator: Helen Faith Keane. Fashion Coordinator: Ruth Lerner. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER (411 FIFTH AVENUE)	HOTEL PLAZA MAIN BALLROOM
Jan. 8 5:30 P.M.	YOLANDE'S PREVIEW OF SPRING FASHIONS FOR VISITING PRESS AT 5:30 P.M., 16 EAST 34TH STREET, 16TH FLOOR. (See Pg. 4).		
Tuesday Jan. 8 7:00 P.M. Dinner	SPRING HAT FASHION SHOW FOR TRADE Semi-annual millinery fashion show for trade and press. Reservations: Dinner and Show, \$20.00 (including tax); Mezzanine: show only, \$10.00. Show at 9:00 P.M. Contact: Millinery Stabilization Commission, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Tuesday Jan. 8 7:30 P.M.	EIGHTEENTH ANNUAL FASHION SHOW "Salute To Fabrics"---theme of the 18th Annual fashion show of the National Association of House Dress Manufacturers. By invitation only. Publicity: Leon H. Klingher, IA. 4-6352.	NATIONAL ASS'N. OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Jan. 8 8:00 P.M.	DINNER-SHOW FOR VISITING PRESS More details later. Publicity: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
Wednesday Jan. 9 8:00 A.M. Breakfast	BREAKFAST WITH MARCEL BOUCHER The visiting press will be invited to a Fashion Preview of Spring costume jewelry, styled by Marcel Boucher, highlighting the newest in design and color. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	MARCEL BOUCHER ET CIE (347 FIFTH AVENUE)	SHERRY NETHERLAND CHANTECLAIR ROOM
Jan. 9 9:30 A.M.	IRENE OF NEW YORK'S PRESS PREVIEW FOR N.Y. EDITORS AT 9:30 A.M. BREAKFAST, AT 16 EAST 52ND STREET. (See Pg. 4).		
Wednesday Jan. 9 11:00 A.M.	PRESS PREVIEW: SPRING MILLINERY FASHIONS Mr. Fred will present his millinery collection for Spring at a showing for the N.Y. press. The visiting editors will see this collection at a cocktail party in Mr. Fred's home, 820 Park Avenue, on Sunday, Jan. 13, at 7:00 P.M. By invitation only. Publicity: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
Wednesday Jan. 9 2:30 P.M.	PRESS & TRADE PREVIEW: SPRING COAT FASHIONS Presentation of the collection of children's coats for Spring, infants to 4 years; also, a showing of mother and daughter fashions. By invitation. Publicity: Everett Goldstein, Everett-Bennett Advertising, MU. 3-1416.	BLOSSOM CHILDREN'S COAT CORPORATION	505 EIGHTH AVENUE SHOWROOM-21ST FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 9 4:30 P.M.- 7:00 P.M.	SPRING & SUMMER SHOES AT PRESS SHOWING Presentation to visiting press of I. Miller's shoe collection for Spring and Summer. By invitation only. Publicity: Betty Fryman, ST. 4-7800.	I. MILLER	HOTEL PIERRE TEAKWOOD SUITE
Wednesday Jan. 9 5:00 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW Semi-annual accessories show by Coro and Glentex for local and visiting press. By invitation. Publicity: Ann R. Silver Associates, MU. 7-3654.	CORO JEWELRY; GLENTEX SCARVES	HOTEL PIERRE BALLROOM
Wednesday Jan. 9 6:30 P.M. Cocktails; Dinner	HAT FASHIONS AT PRESS SHOWING The Millinery Fashion Bureau will invite the fashion press to cocktails at 6:30 P.M. and dinner at 7:00 P.M., followed by a showing of Spring hat fashions by leading milliners. By invitation only. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY FASHION BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday Jan. 10 8:00 A.M. Breakfast	BREAKFAST WITH VIRGINIA SPEARS Fashion preview for visiting press of Virginia Spears Juniors, featuring new trends for Spring. By invitation. Publ.: Viola Shefer, PL. 3-3173.	SPEARS-EPSTEIN, INC.	SHERRY NETHERLAND CHANTECLAIR ROOM
Thursday Jan. 10 11:00 A.M.	PRESS PREVIEW: SPRING MILLINERY COLLECTION Mr. John will invite the New York press to a preview of his millinery collection for Spring. <u>This show will be repeated for the visiting editors at 5:15 P.M.</u> By invitation. Publicity: Petty Nelson, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday Jan. 10 2:30 P.M.	SPRING MILLINERY AT PRESS PREVIEW Presentation to the local press of Laddie Northridge's Spring millinery collection. <u>Show will be repeated for the visiting editors on Friday, Jan. 11 at 8:00 A.M. breakfast in his salon.</u> By invitation only. Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Thursday Jan. 10 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW SWIMSUITS Peter Pan will present a debut of their new line of bathing suits, built on their "Hidden Treasure" design. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	PETER PAN FOUNDATIONS	SHERRY NETHERLAND CHANTECLAIR ROOM
Jan. 10 5:15 P.M.	MR. JOHN'S SPRING MILLINERY PREVIEW FOR VISITING EDITORS AT 5:15 P.M., 53 EAST 57TH STREET. (See Above).		
Thursday Jan. 10 7:00 P.M. Cocktails- Dinner	FASHION SHOW & PREVIEW; JANE FROMAN IN PERSON Varden Petites and Twentieth Century-Fox have invited out-of-town editors to a Preview Showing of "With A Song In My Heart", in Technicolor, starring Jane Froman. Showing of a group of dresses, inspired by the movie in addition to highlights of Varden's Spring collection. Jane Froman and other celebrities will be present to meet the press. By invitation only. Publicity: Elsie Brandt, PE. 6-5460.	VARDEN PETITE & TWENTIETH CENTURY-FOX	"LITTLE THEATRE" 444 WEST 56TH STREET
Jan. 11 8:00 A.M.	LADDIE NORTHRIDGE'S PREVIEW OF SPRING MILLINERY FOR VISITING EDITORS AT 8:00 A.M. BREAKFAST, AT 16 WEST 57TH STREET. (See Above).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 11 10:00 A.M. Brunch	PRESS & TRADE PREVIEW OF SPRING MILLINERY Beatrice-Martin will invite the press and trade to a brunch and preview of her millinery collection for Spring. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	HOTEL PLAZA WHITE & GOLD SUITE
Friday Jan. 11 8:15 P.M.	OPERA PARTY FOR VISITING EDITORS The Jewelry Industry Council will be host to the visiting editors at the evening performance of "La Traviata" at the Metropolitan Opera House. By invitation only. Publicity: Martha Percilla, PL. 7-3075.	JEWELRY INDUSTRY COUNCIL	MET. OPERA HOUSE B'WAY & 39TH STREET
Saturday Jan. 12 8:30 A.M. Breakfast	"UNDER THE SUN AND STARS IN SCHIFFLI" Spring and Summer fashions in Schiffli Embroidery for Sun, Surf, Street and Startime at breakfast preview for visiting editors. (<u>Note Change of Place</u>). By invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERY BUREAU	SAVOY PLAZA LE CHATEAU-11TH FL.
Saturday Jan. 12 9:30 A.M.	BRIGANCE OF SPORTSMAKER VISITING PRESS PREVIEW Showing to the out-of-town editors of the Resort and Spring collection of bathing suits, beachwear, playclothes, separates, and dresses, designed by Brigance of Sportsmaker. By invitation only. Contact: Irving Lein, BR. 9-1723.	SPORTSMAKER (DESIGNED BY BRIGANCE)	PLACE TO BE ANNOUNCED
Saturday Jan. 12 11:00 A.M.	"WEEKEND AT WEST POINT" FOR VISITING PRESS "Weekend At West Point" for visiting press, sponsored by leading mills and manufacturers of fashions, accessories and other products of interest to women. Editors will leave New York at 11:00 A.M., Saturday and return late Sunday afternoon. They will stay at the U.S. Hotel Thayer and will be guests at the Sesqui-Centennial Celebration of the founding of West Point. Fashion show at War Department Theatre. Attendance by invitation only. Publicity: Lind-Gilbert Associates, PL. 3-4786.	LEADING MILLS & MANUFACTURERS	WEST POINT ACADEMY
Sunday Jan. 13 4:45 P.M. Cocktails	SPRING JEWELRY PREVIEW AT COCKTAIL PARTY Trifari, Krussman & Fishel will invite the out-of-town and local editors to a cocktail party and presentation of Spring jewelry fashions, with special guests stars of Trifari's TV show, "Tex and Jinx". By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Jan. 13 7:00 P.M.	JOHN FREDERICS' PREVIEW OF SPRING MILLINERY FOR VISITING EDITORS AT 7 P.M., COCKTAIL PARTY, MR. FRED'S APARTMENT, 820 PARK AVENUE. (See Pg. 5).		
Monday Jan. 14 8:00 A.M. Breakfast	SPRING DRESS PREVIEW FOR VISITING EDITORS Visiting press preview of Spring dress originals by A. Goodman. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	A. GOODMAN & CO., INC.	530 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Monday Jan. 14 12:30 P.M. Luncheon	SHOWING FOR VISITING AND LOCAL PRESS Henry Rosenfeld will invite the out-of-town and local press to a luncheon and presentation of his Spring and Summer collection of dresses and suits. By invitation only. Publicity: Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 14 5:00 P.M.- 7:00 P.M. Cocktails	PRESS & TRADE SHOW OF NEW FOUNDATIONS Maidenform will invite the press and trade to a showing of the Spring collection. <u>Showing at 6:00 P.M.</u> By invitation only. Publicity: Jan Lovett, William H. Weintraub & Co., MU. 8-3901.	MAIDENFORM BRASSIERE CO.	HOTEL PIERRE GRAND BALLROOM
Monday Jan. 14 8:00 P.M. Coffee; Dessert; Cordials	FASHIONS FOR TRAVEL AT VISITING PRESS SHOW "The World of Fashion Travels"--showing of "Secrets of Fashion" ready-to-wear for travel by John Robert Powers, coordinated with luggage and leather accessories by the Luggage & Leather Goods Manufacturers of America, Inc. <u>Showing at 8:30 P.M.</u> By invitation only. Powers Contact: Carl E. Kempf, PL. 5-0990. Powers Publicity: Merchandising Coordinates, WA. 9-6758 or WA. 9-9155. Luggage & Leather Goods Publicity: Alyce Drew, LE. 2-3960.	LUGGAGE & LEATHER GOODS & JOHN ROBERT POWERS	PARK LANE HOTEL 48TH ST. & PARK AVE.
Monday Jan. 14- Jan. 18	CORSET & BRASSIERE SHOW FOR SPRING 1952 Contact: Jed Sylbert, Exec. Director, MU. 3-1593.	CORSET AND BRASSIERE EXHIBITORS GUILD, INC.	HOTEL McALPIN
Tuesday Jan. 15 10:00 A.M.- 11:00 A.M.	"FIGURES ARE FASHION" PREMIERE FILM Warner Brothers Co., manufacturers of foundation garments, premiere of a new fashion film, "Figures Are Fashion", to be preceded by comments on market conditions by John Field, president of the company. Also, a showing of the film, "Facts About Your Figure". Admission by ticket only. (Complete Spring line will be shown in Warner's display room, 200 Madison Avenue, daily from 9:00 A.M. to 5:00 P.M., during week of Jan. 14). Publicity: Anne Ketcham, 200 Madison Ave., MU. 3-1194.	THE WARNER BROTHERS CO. (BRIDGEPORT, CONN.)	TOWN HALL 113 WEST 43RD ST.
Tuesday Jan. 15 4:00 P.M.	PRESS PREVIEW OF SPRING MILLINERY Presentation to the press of the Spring millinery collection by Braagaard. By invitation only. Contact: Grace Marie Biehl, PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
Wednesday Jan. 16 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING The Fashion Group will hold its millinery division luncheon meeting. More details later. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Wednesday Jan. 16 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Russeks Fifth Avenue will present a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Thursday Jan. 17 11:00 A.M.	SPRING SHOE COLLECTION AT PRESS SHOWING Presentation to the press of the Spring shoe collection by Saks Fifth Avenue. By invitation only. Publicity: Carolyn Haight, PL. 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR BRIDAL SALON
Beginning Friday Jan. 18	TENTATIVE OPENING DATE: ITALIAN COUTURE Presentation of the collections of 12 of the leading Italian couturiers will begin, Friday, Jan. 18. Contact: Senor G.B. Giorgini, Florence. -8-	LEADING ITALIAN DESIGNERS	GRAND HOTEL FLORENCE, ITALY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Jan. 19- Jan. 26	ANNUAL NATIONAL CROCHET WEEK Publicity: George Pounder, LE. 2-4455.	NATIONAL NEEDLECRAFT BUREAU	THROUGHOUT THE COUNTRY
Wednesday Jan. 23 12:00 Noon Luncheon	PRESS PREVIEW OF FASHIONS AND FABRICS Preview of Spring costumes, created by leading designers, in John Walther fabrics. By invitation only. Publicity: Elena Turner at Walter Harrison Smith Associates, JU. 6-0143.	JOHN WALTHER FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE
Thursday Jan. 24 12:30 P.M. Luncheon	SHOWING OF SOPHIE ORIGINALS FOR SPRING Sophie Originals for Spring will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Publicity: Carolyn Haight, FL. 3-4000, Ext. 7064. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Beginning Monday Jan. 28	SCHEDULE OF LONDON COUTURE PREVIEWS <u>Monday, Jan. 28:</u> Norman Hartnell; Lachasse; Peter Russell; Michael Sherard. <u>Tuesday, Jan. 29:</u> Hardy Amies; Charles Creed; Digby Morton, Victor Stiebel. <u>Wednesday, Jan. 30:</u> Mattli; Worth Ltd. Admission by invitation only. Contact: Lillian Hyder, 36 Bruton Place, London W.1.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON, W.1., ENG.
Tuesday Jan. 29 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Seventh Annual "March of Dimes" Fashion Show, presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. Reservations: \$50.00 per person for "ringside" first tier tables; \$25.00 per person for other tables. For tickets, contact: BE. 3-0500. Fashion Publicity: Eleanor Lambert, MU.8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 30 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER COLLECTION Press preview of Benham Originals for Summer by Bender and Hamburger. By invitation only. Publicity: Donna Cannon, FL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Thursday Jan. 31 12:30 P.M. Luncheon	PATTULLO-JO COPELAND SPRING FASHIONS Showing of Spring fashions by Pattullo-Jo Copeland. Press by invitation. Public by reservation. Saks Publ.: Carolyn Haight, FL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Beginning Friday Feb. 1	TENTATIVE OPENING DATES: PARIS COLLECTIONS <u>Fri., Feb. 1:</u> BRUYERE, HEIM, SERGE KOGAN, PAQUIN, RAPHAEL. <u>Sat., Feb. 2:</u> CARVEN, LAFAURIE, MONTAIGNE, HENRY PENSEE, M. de RAUCH. <u>Sun., Feb. 3:</u> DESSES, JACQUES FATH, GRIFFE. <u>Mon., Feb. 4:</u> ANNY BLATT, LANVIN, MANGUIN, NINA RICCI, MAGGY ROUFF. <u>Tues., Feb. 5:</u> VERA BOREA, DIOR, GRES, GRIFFE, HERMES, PATTON, ROCHAS. <u>Wed., Feb. 6:</u> BALMAIN, PATTON, REMAL, SCHIAPARELLI, WORTH. <u>Thurs., Feb. 7:</u> CALIXTE, CHAUMONT, LECOMTE, VRAMANT. <u>Fri., Feb. 8:</u> BALENCIAGA, CLARENCE, ED. SYNE. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE

MOVIES...MUSIC...TELEVISION...THEATRE

Beginning
Monday
Dec. 17
SIXTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Dec. 17: Wagner's GOETTERDAEMERUNG. Dec. 18: Strauss' FLEDERMAUS.
Dec. 19: Donizetti's LUCIA DI LAMMERMOOR. Dec. 20: Verdi's LA TRAVIATA.
Dec. 21: Verdi's AIDA. Dec. 22, Mat.: Strauss' FLEDERMAUS. Dec. 22, Eve.:
Verdi's RIGOLETTO. Publicity: Margaret Carson, PE. 6-1200.

Wednesday
Dec. 19;
Dec. 26
12:00 Noon
TELEVISION: DON AMECHE-FRANCES LANGFORD SHOW WJZ-TV, CHANNEL 7
Dec. 19: Vincent Draddy, president of David Crystal, will show Holiday
fashions. Dec. 26: Presentation of Celeste frocks for children. TV Fashion
Show Coordinator and Contact: Kay Bardsley, CI. 7-5700, Ext. 8908.

Wednesday
Dec. 19
OPENING: "THE "CLEOPATRA" PLAYS ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.
Laurence Olivier and Vivien Leigh will be presented by Gilbert Miller in
George Bernard Shaw's "Caesar and Cleopatra" and William Shakespeare's
"Antony and Cleopatra", staged on alternate evenings. Director: Michael
Benthall. Settings: Roger Furse. Costumes: Audrey Cruddas. Publicity:
Richard Maney, WI. 7-6939.

Thursday
Dec. 20
PREMIERE: "DEATH OF A SALESMAN" (Movie) VICTORIA THEATRE, B'WAY & 46TH ST.
Columbia movie based on the Pulitzer Prize play by Arthur Miller, about a
man who lives a life of illusion based on false values. Stars: Fredric
March with Mildred Dunnock. Producer: Stanley Kramer. Director: Laslo
Benedek. Publicity: Hortense Schorr, CI. 5-5000.

Thursday
Dec. 20
PREMIERE: "ELOPEMENT" (Movie) ROXY THEATRE, 7TH AVE. & 50TH STREET
Twentieth Century-Fox movie about a college graduate who decides to elope
with her professor. Stars: Clifton Webb, Anne Francis, William Lundigan
and Charles Bickford. Producer: Fred Kohlmar. Director: Henry Koster.
Costumes: Charles Le Maire. Publicity: Elizabeth Eisenhart, CO. 5-3320.

Friday
Dec. 21
PREMIERE: "DECISION BEFORE DAWN" (Movie) RIVOLI THEATRE, B'WAY & 50TH ST.
Twentieth Century-Fox will present a motion picture based on the novel,
"Call It Treason", about the collapse of the Reich in Germany. Stars:
Oskar Werner, Gary Merrill, Richard Basehart, Hildegard Neff. Producer
and Director: Anatole Litvak. Publ.: Elizabeth Eisenhart, CO. 5-3320.

Saturday
Dec. 22
PREMIERE: "I WANT YOU" (Movie) CRITERION THEATRE, B'WAY & 46TH ST.
Dana Andrews, Dorothy McGuire, Farley Granger and Peggy Dow in the Samuel
Goldwyn Productions film about the effect of the Korean war on an American
family. Producer: Samuel Goldwyn. Director: Mark Robson. Costumes:
Mary Wills. Publicity: Martin David, PL. 7-7900.

Wednesday
Dec. 26
OPENING: "LEGEND OF LOVERS" PLYMOUTH THEATRE, 236 WEST 45TH ST.
The Theatre Guild will present Dorothy McGuire and Richard Burton in the
London and Paris success by Jean Anouilh. Director: Peter Ashmore.
Scenery: Eldon Elder. Costumes: Mildred Treber. Publicity: Reginald
Denenholz, CO. 5-6180.

Wednesday
Dec. 26
OPENING: "THE WILD DUCK" CITY CENTER, 131 WEST 55TH ST.
George Schaeffer, artistic director of the New York City Theatre Company,
will present the 1951-52 Winter Drama Season, a series of three plays.
Opening Dec. 26 will be Max Faber's adaptation of "The Wild Duck" by
Henrik Ibsen. Stars: Maurice Evans, Kent Smith, Mildred Dunnock, and
Diana Lynn. Director: Morton da Costa. Setting: Peter Larkin.
Costumes: Frances Jones. Publicity: Sol Jacobson, CH. 4-1482.